

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings of claims in the application:

Listing of Claims:

- 1 1. (original) A method of attaching a hologram film to printed matter,
2 comprising:
3 printing a pattern on a substrate with UV curable ink;
4 placing a holographic film over said pattern; and
5 curing said UV curable ink with UV light;
6 wherein said curing causes said holographic film to stick to said pattern.
- 1 2. (original) The method of claim 1 wherein the UV curable ink has
2 fluorescent properties.
- 1 3. (original) The method of claim 1 wherein the UV curable ink has photo
2 chromic properties.
- 1 4. (original) The method of claim 1 wherein the UV curable ink has thermo
2 chromic properties.
- 1 5. (original) The method of claim 1 wherein the UV curable ink has bi-
2 chromic properties.
- 1 6. (original) The method of claim 1 wherein the UV curable ink is a scratch-
2 off ink.

1 7. (original) A method of attaching a hologram film to printed matter
2 comprising:
3 printing a pattern on a substrate with ink;
4 placing a transparent UV curable adhesive layer over said pattern;
5 placing a holographic film over said adhesive layer; and
6 curing said UV curable adhesive layer with UV light;
7 wherein said curing causes said holographic film to stick to said adhesive layer.

1 8. (original) The method of claim 7 wherein the ink is UV curable ink.

1 9. (original) The method of claim 8 wherein the UV curable ink has
2 fluorescent properties.

1 10. (original) The method of claim 8 wherein the UV curable ink has photo
2 chromic properties.

1 11. (original) The method of claim 8 wherein the UV curable ink has thermo
2 chromic properties.

1 12. (original) The method of claim 8 wherein the UV curable ink has bi-
2 chromic properties.

1 13. (original) The method of claim 8 wherein the UV curable ink has low
2 adhesion properties.

1 14. (original) A security label comprising:
2 a substrate;
3 a pattern of UV cured ink on said substrate; and
4 a holographic film over said pattern, adhering to the cured ink of said pattern.

1 15. (original) The security label of claim 14 wherein said UV cured ink has
2 fluorescent properties.

1 16. (original) The security label of claim 14 wherein said UV cured ink has
2 photo chromic properties.

1 17. (original) The security label of claim 14 wherein said UV cured ink has
2 thermo chromic properties.

1 18. (original) The security label of claim 14 wherein said UV cured ink has bi-
2 chromic properties.

1 19. (original) The security label of claim 14 wherein said UV cured ink has
2 low adhesion properties.

1 20. (original) A security label comprising:
2 a substrate;
3 an ink pattern printed on said substrate;
4 a transparent UV cured adhesive layer over said pattern;
5 a holographic film over said adhesive layer, said film adhering to said adhesive
6 layer.

1 21. (original) The security label of claim 20 wherein said ink has fluorescent
2 properties.

1 22. (original) The security label of claim 20 wherein said ink has photo
2 chromic properties.

1 23. (original) The security label of claim 20 wherein said ink has thermo
2 chromic properties.

 24. (original) The security label of claim 20 wherein said ink has bi-chromic
properties.